

## OPERATIONAL GUIDELINES AND BY-LAWS

### NAME OF STATION

The radio station will be titled WVCW. Any succeeding changes in the call letters must be approved by the Federal Communications Commission to ensure legality. If a change in call letters becomes desirable, the general membership of WVCW may accept or deny the change, but must seek advice from the student-body-at-large, student organizations, faculty and administrators and approval of the SMC.

WVCW's purpose will be to provide entertainment, news and other informative material to the members of Virginia Commonwealth University, including but not limited to the students, faculty and staff of the university. WVCW also will actively seek ways to provide training in the field of broadcast communications and its procedures. WVCW will endeavor to cooperate with all administrative concerns and faculty and student oriented concerns.

### I. BUSINESS AND FINANCIAL POLICIES

WVCW maintains accurate accounting records through the use of generally accepted accounting procedures. These procedures have been modified to meet the operational needs of the University Financial Accounting System.

### FINANCIAL PROCEDURES

- A. Forward invoices for processing payment to the Manager of Student Organization Accounts.
- B. Receive and forward revenue deposits to the Manager of Student Organization Accounts.
- C. Bill clients for advertising commercials and send verification to the client that the commercial was aired.
- D. Keep an accurate, up-to-date accounts receivable ledger for each advertising client and for each commercial.
- E. Collect on all past due accounts with the assistance of the Manager of Students Organization Accounts.

## II. DEFINITION OF STAFF MEMBERSHIP

Applications for membership to WVCW will be accepted from VCU students enrolled in at least three credit hours per semester. Membership may be granted to a limited number of non-students who can enhance the professional broadcast product of the radio station. These individuals may be called upon for services when needed with the consent of the general manager, program director and the station's faculty adviser. The membership list and personnel list must be approved by the SMC by the third week of each semester.

The following procedures will be followed when applying for membership:

- A. Complete an application and forward to the program director, who will cooperate with the general manager in reviewing the application.
- B. All applicants will be interviewed by the program

director. Selection will be made with the consent of the general manager.

C. To sustain active membership status and to be eligible to vote in station elections, the member must fulfill one of the following qualifications:

- 1) Carry a minimum one air shift weekly.
- 2) Fulfill duties as assigned according to job description.

D. Failure to fulfill C1 or C2 above may constitute grounds for loss of membership. Any appeals will be reviewed by the general manager and the executive staff. After all internal avenues have been exhausted an appeal may be taken before the Student Media Commission.

### III. ELECTION PROCEDURES

The positions of general manager and program director are the elected positions of the staff of WVCW.

A. Elections will be held on the Tuesday before the last Sunday of April.

B. Any VCU student enrolled in at least three credit hours may run for one of the two positions. The student must have been an active member of WVCW for at least one previous semester. The student must have completed or be enrolled in at least one of the upper division broadcast courses.

C. Notice of intent to run for one of the positions must be submitted to the general manager at least one week before the election.

D. Only active members in the current spring semester may

vote.

E. Secret ballots will be cast during the meeting and results will be tabulated by the general manager and an adviser. In the event the general manager is running for another term, the program director and the WVCW adviser (or designee) will count the ballots.

F. The two newly elected officials will take office effective immediately upon election.

G. The terms of office for the two elected positions shall be one year and not exceed two consecutive terms. The same individual cannot serve more than two terms for either position.

H. If the general manager resigns, the program director may appoint a new general manager if there is less than six months left in the term. If there is more than six months left, there must be a special election.

#### IV. EXECUTIVE STAFF

Duties of the two elected officials:

##### GENERAL MANAGER

- A. Articulates the policies of the station.
- B. Encourages a relationship for the station with the outside community, with all internal and external institutions and with student organizations.
- C. Coordinates all station operations.
- D. Maintains efficient business procedures for the station.
- E. Manages the station's accounts, approves expenditures and balances the station's account with the Manager of Student

Organization Accounts records.

F. Inventories and oversees all maintenance of station equipment.

G. Maintains a working with the adviser(s) and the Student Media Commission.

H. Works with the program director to evaluate staff performance.

I. Works with the executive staff to evaluate procedures and solicit suggestions for improvement. All changes will be forwarded to the membership for review, then to SMC for approval.

J. Selects programs and supervises all station personnel.

K. Receives an hourly wage from funds generated through advertising.

#### PROGRAM DIRECTOR

A. Selects programs and staff and, supervises all station personnel with the exception of the general manager.

B. Oversees station policies established in the by-laws.

C. Responsible for all local, syndicated and network programming.

D. Supervises public service and public affairs programming.

E. Receives an hourly wage from funds generated through advertising.

Other Executive Staff

Selection of the executive staff must be completed by the

end of the third week of each fall semester. These positions include:

**GENERAL SALES MANAGER**

- A. Supervises all account executives in the sales department.
- B. Carries out policies set by the general manager.
- C. With approval of the general manager, serve as promotions director or may appoint someone for the position.

D. Receives an hourly wage from funds generated through advertising.

**PROMOTIONS DIRECTOR**

- A. Coordinates efforts that inform the listening community of the station itself.

**PUBLIC SERVICE DIRECTOR**

- A. Prepares daily traffic log of sponsored commercial announcements.
- B. Informs sales and program directors regarding the airing of commercials.
- C. Produces commercials and announcements for air.

**MUSIC DIRECTOR**

- A. Carries out programming policies.
- B. Maintains contacts with music industry sources and secures musical material.
- C. Works with the program director in maintaining cultural diversity of the university audience.

D. Receives an hourly wage from funds generated through advertising.

#### NEWS DIRECTOR

- A. Selects and oversees all reporters.
- B. Coordinates all news programs.

#### APPEALS

##### Staff Members:

Staff members should file complaints through their immediate supervisors and may proceed to the next highest supervisorial position. If all levels have been approached and satisfaction is not received, the aggrieved party should present the grievance to the general manager.

##### University Community Members:

University community members should file complaints with the appropriate department head before initiating complaints to the general manager. If after all levels have been approached and satisfaction is not received, the aggrieved party should present the grievance to the general manager, who should be informed of any grievance by the rest of the executive staff.

#### AMENDMENTS

An amendment must receive a two-thirds vote of the total active membership from a staff list maintained in the general manager's office.